

# High public profile for devoted family man

## **Vito (Vic) Guido Zerella**

Company director, community leader

**Born:** December 7, 1937; Flinders Park

**Died:** September 18, 2009; North Adelaide

**B**ORN to market gardening parents at Flinders Park, Vic worked hard from an early age. He attended Flinders Park Primary School and then Christian Brothers College in the city where he left at the end of Year 10 to help his father run the family market gardens. Vic with his brothers ran a very successful produce business from Virginia growing, washing and packing potatoes, carrots and onions and supplying across Australia.

Vic was a founding member of the board of Adelaide Produce Markets and he supervised the relocation of the markets from the East End of the city to Pooraka - as many people would recall, substantially expanding it into the major enterprise it is today.

Vic was also a pioneer in the wine industry, graduating from growing grapes and other produce to acquiring Tatachilla Winery.

Vic had a very high public profile.

He was adored by his wife Silvana and three sons, Paul, Jim and Joseph. He was a respected businessman and a revered member of the community, in particular by fellow community leaders.

He was larger than life and he was a man who made substantial public contribution to South Australia.

Vic was also a significant contributor, via his membership, as one of the champions of fundraising for the new-age care facility, through the Society of Saint Hilarion.

He was president of the SA Italian Association for six years - he and his wife helped set up the very successful Enoteca Cucina Restaurant in Carrington St.

Vic was on the board of his beloved West Torrens Football Club for many years and supported them tirelessly. When the Adelaide Football Club was formed Vic never missed a match. He made an outstanding contribution to sport; many clubs around SA recognise that he was a keen spectator but also significant benefactor. His contributions were many.

Vic put a total effort into any challenge and he could be a tough man who believed in hard work, competition, and a fair go. Vic was devoted to his family, his friends and his beliefs.

He was a South Australian success story but he remained humble and gracious. Vic's advice to all was "if you look after people, they will look after you."

He loved his food, his friends and above all his family. Vic Zerella is survived by his wife Silvana and three sons Paul, Jim and Joseph.

